



RECOMMENDATION FROM THE FINANCE & COMMUNITY RESOURCES COMMITTEE HELD ON 25TH APRIL 2023

1. UPDATED RESERVES STATEMENT

The Finance Committee was presented with an updated statement of Ryde Town Councils Year End Reserves (appendix A). It was noted that when the budget was set, the number of earmarked reserves were only estimated, but following the end of the financial year a true position had become known.

The committee approved the updated reserves statement and requests final approval from Full Council.

2. EVENT FUNDING REQUEST

After a meeting of the Finance Committee on 22 March 2023, members were presented with further details of 'The Woodlands Sessions' proposal for a funding request of £10,000 for the weekend event on Ryde Marina beach in 2024 (appendix B)

The Finance Committee have agreed this funding and ask members of Full Council for their final approval.

**Reserves Statement
as at 31/03/2023**



	As per Approved Budget		As at 31/03/2023	
Balance BF 01/04/22		£		603,969.00
Plus Income		£		1,701,741.38
Less Expenditure		£		1,649,067.52
Balance CF	£	536,951.18	£	656,642.86
EM Reserves				
Capital Expenditure	£	53,148.93	£	45,809.00
Youth Support - EM Reserves	£	11,410.00	£	11,692.00
HSAZ	£	122,000.00	£	90,503.07
Salary	£	12,000.00	£	12,000.00
Appley Tower	£	40,000.00	£	40,000.00
Sand Clearance	£	40,000.00	£	40,000.00
NWR	£	9,000.00	£	9,000.00
Facilities Maint	£	25,000.00	£	25,000.00
Election	£	7,000.00	£	7,000.00
Phonebox	£	500.00	£	500.00
Appley Steps	£	400.00	£	400.00
NWR Allotment	£	800.00	£	921.00
Marina Loan			£	66,028.12
Appley Toilets Loan			£	45,000.00
Lifeguard Station Loan			£	6,046.44
Mayors Charity			£	2,118.26
Public Realm & Planning			£	37,500.00
NWR Blue Token Grant			£	402.00
Mayors Honorarium			£	300.00
Community Development Projects			£	11,000.00
Total	£	321,258.93	£	451,219.89
Precept Contribution	£	44,931.40	£	44,931.40
General Reserves	£	260,623.65	£	250,354.37
3 months running costs	£	298,377.67	£	298,377.67
General Reserves Gap	£	37,754.02	£	48,023.30

2023/24 Committed Spend from General Reserves

Allotment & Accounts System	£	4,375.00
Website	£	8,100.00
Conservation Deficit Report	£	10,000.00
Armed Forces Day Event	£	5,000.00
Beach Accessibility Match Funding (up to)	£	10,000.00
Total Spend from General Reserves	£	37,475.00



Exceptional talent in an exceptional setting



Our plan to transition from The Woodland Sessions at Robin Hill to
The Woodland Sessions Beach Weekender at Ryde Beach in 2024



What is The Woodland Sessions?



- In 2021, new event business**with a difference** (owned by Keith Penny, former Events Director at Wave 105 / Bauer Media with over 25 years experience of running concerts and events), **Robin Hill Country Park** and **Wave 105 Radio** (the South's biggest commercial radio station) collaborated to launch a brand new series of unique outdoor concerts.
- Designed to take full advantage of Robin Hill's stunning natural location and uniquely flexible event spaces, **The Woodland Sessions** were no ordinary concert series.
- Billed as "**Exceptional talent in an exceptional setting**" they occupied a cultured middle ground between gigs and festivals and were aimed at a discerning audience of 30+ years of age live entertainment lovers.
- Focusing on a line up of high quality musicianship and comedy we successfully ran a captivating series of 3 very distinct evenings, each with it's own positioning.....
 - **The Woodland Sessions Comedy** – Starred **Tom Allen, Maisie Adam, Rich Hall & Seann Walsh**
 - **The Woodland Sessions Chilled** – with an exclusive acoustic set from international star **Katie Melua**
 - **The Woodland Sessions Party** – with **Rhythm Of The 90's** – the UK's number 1 90's dance music covers band.



THE
Woodland
SESSIONS

OUR SURVEY SAID.....

- **We worked hard to ensure quality** seeped through the veins of our debut events, taking the attitude that we wouldn't give the audience what they wanted.....we'd give them **BETTER** than they wanted!
- And we certainly achieved our aim. Every ticket buyer from each night was sent a customer survey after the event and the feedback was phenomenal!
 - **97% SAID THEY WOULD COME TO A WOODLAND SESSIONS EVENT AGAIN!**
 - **95% RATED THE EVENING THEY ATTENDED AS EITHER GOOD OR AMAZING!**
 - **93% RATED THE EVENING THEY ATTENDED AS GOOD VALUE FOR MONEY!**





THE Woodland SESSIONS

Exceptional talent in an exceptional setting

2022

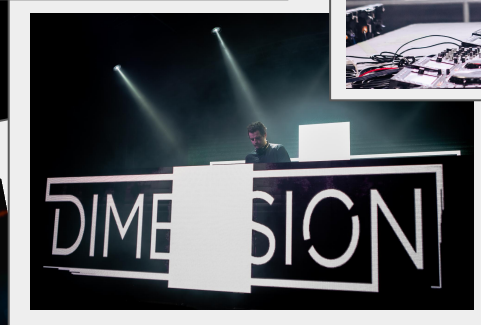
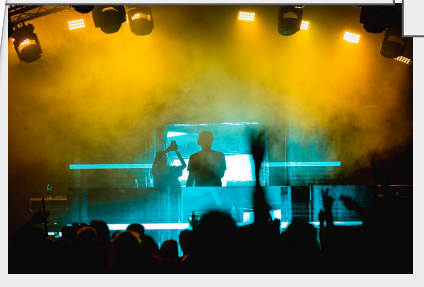
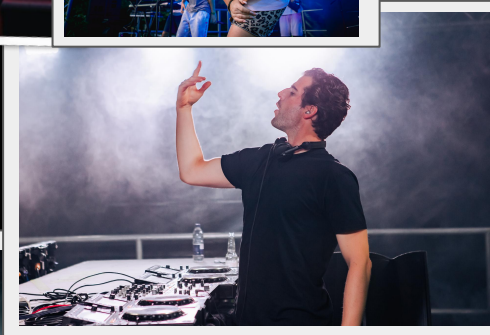
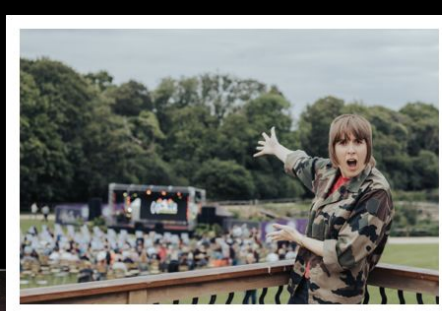
- In 2022 we expanded to 5 events across the course of the summer, attracting approximately 5000 people across the series
- Our line-up featured top UK comedians Russell Kane, Angela Barnes, Suzi Ruffell and Marcus Brigstocke, the world's biggest Beatles tribute act, The Bootleg Beatles, who supported Oasis at their legendary Knebworth gigs in the 90's, international DJ superstars Sigma and Dimension and the internationally renowned classical supremo, Russell Watson.

COMEDY 15 th July	Russell Kane Marcus Brigstocke, Angela Barnes and Suzi Ruffell	
PARTY 16 th July	RHYTHM OF THE 90s	
ICONS 22 nd July	THE BOOTLEG BEATLES	
DANCE DJ Set 12 th August	SIGMA DIMENSION	
CLASSICAL 13 th August	RUSSELL WATSON	

Video Links

- Woodland Sessions Comedy <https://youtu.be/r-1G7AvC0tw>
- Woodland Sessions Party - <https://youtu.be/GQPbi-5iirc>
- Woodland Sessions Icons - <https://youtu.be/SBsdt8YKuXc>
- Woodland Sessions Dance - <https://youtu.be/Z1jADujoGAg>
- Woodland Sessions Classical <https://youtu.be/PPMHxHCn0hY>

Tickets at robin-hill.com  





- In keeping with the natural surroundings, **sustainability** was central to our F&B proposition.
- All catering units used bamboo plates & dishes or cardboard boxes, and bamboo cutlery, all of which was 100% biodegradable and manufactured from sustainable wood.
- The bars used multiple use plastic cups with a returnable deposit, which helped to ensure cleanliness across the site and all water, both for the audience and the artists was served in recycled, and recyclable, aluminium cans.
- Generators weren't needed previously, but for any future events on Ryde beach, we would seek to use bio-fuel where possible.
- Quality would be central to our proposition and this would be reflected in our choice of F&B providers and all suppliers.



beach weekender!

Exceptional talent, in a brand new exceptional setting

...WITH A
DIFFERENCE
Making cool sh* happen!





Previous UK
Pride site



Mock up of
possible site plan

The Woodland Sessions Beach Weekender

- The Woodland Sessions is now in need of a new home and we have a strong interest in bringing the events to the stunning beach at Ryde Marina.
- With Ryde Town Council's support, The Woodland Sessions Beach Weekender would seek to establish a long term future in Ryde, starting off with a capacity of around 1500 to 2500, but with a view to growing to around 4999 in due course, which would allow us to attract some even bigger name musicians, entertainers, comedians, DJ's and shows, than we've had to date, and in turn, visitors from the mainland as well as the Island.
- The proposed beach location would maintain our positioning of "exceptional talent in an exceptional setting" and we believe that this location would provide a unique selling point over many events, and will position us in the same league as Poole's "SandFest" and Brighton's "On The Beach"

Precedence / Comparable events

- **Boogie On The Beach** - Sandbanks, Poole - 3000 attendance
<https://www.youtube.com/watch?v=scnNDu4Mliw>
- **Sandfest** - One day dance music festival - Sandbanks, 5000 capacity
<https://sandfest.co.uk/video-gallery/>
- **On The Beach** - 6 night live music series on Brighton Beach, 6500 capacity
<https://www.facebook.com/onthebeachuk/videos/2106100389577426>
- **Wave 105 Night Air Concerts** - Bournemouth Air Festival - 8000 capacity
<https://www.youtube.com/watch?v=VEWHUs9kXPo&t=27s>
<https://www.youtube.com/watch?v=zMBux4xINHQ>
- **Tunes In The Dunes** - Perranporth Beach - 5000 capacity
<https://tunesinthedunes.co.uk/>
<https://www.youtube.com/watch?v=vBTy2YAsRNq>
- **Goldcoast Oceanfest** - Croyde Bay - 10,000 capacity
<https://goldcoastocceanfest.co.uk/>
<https://www.youtube.com/watch?v=JLr7SYNZNyg>





Brand name, shows & dates

For year one we will retain a connection to The Woodland Sessions as we transition to a new brand, by including it in the title, and maintaining our current strapline.....

- Ie : The Woodland Sessions Beach Weekender
“Exceptional talent in a brand new exceptional setting”

As we move into year 2 onwards, we will drop The Woodland Sessions and the new name will stand on its own right

- Ie : The Big Beach Weekender
“Exceptional talent in an exceptional setting”

Preferred show dates

- Thursday 25th to Sunday 28th July 2024

Potential Show Plan

- Thursday evening - Comedy
- Friday evening - 90's Dance
- Saturday afternoon - Ibiza Chill Out DJ's (free entry)
- Saturday evening - Current Dance
- Sunday afternoon - Raver Tots - Parents & children's family dance party

How would the events benefit Ryde?

They would put Ryde on the wider festival map and bring more people across from the mainland, if we can grow the event with the support of Ryde's community.

As event organisers we would seek to use Ryde based suppliers as much as possible, if economically viable to do so and desired quality control is not affected.

The events would be a joint venture between Sandown based events companywith a difference group limited and Ryde based NRCO limited. So 50% of any event profit would remain in Ryde.

F&B outlets in Ryde would be encouraged to put on pre show offers and late night bars in Ryde would be encouraged to promote after parties within their venues

Using industry standards and our experience, an initial economic benefit calculation suggests that the economy of Ryde would benefit to the tune of approximately £250,000 in year 1 and would grow year on year in line with the event.

It is estimated this would be split across hotel stays, public transport (ferries, buses and taxis) and the food & beverage sectors.

Bringing high profile / high calibre acts of national / international status back to Ryde for the first time in many many years - perhaps of a level not seen since the halcyon days of the 1960's.



Bringing shows that appeal to varied demographics - something for everyone including demographics that aren't currently catered for in the town's current event programme.

Running a safe and successful event

SIA qualified security would be based within the event arena during the shows, and a proportion then re-deployed outside of the arena at egress, to prevent any guests from entering the water.

We would also seek to engage with Ryde lifeboat for an added layer of water safety

Litter - the event works towards 'Leave No Trace' which means that the event operators will hand the beach back after the event in the condition they received it. The event will operate to high environmental standards and will reduce non recyclable waste wherever possible.

A Challenge 25 system would be in place at the bars

A medical team will be based within the event arena on each night, with a greater staffing level on Friday and Saturday nights

Full risk assessments will of course be undertaken and submitted to the ESAG, along with method statements, noise management plan and 10m public liability insurance

Programming - we will programme the Comedy sessions for the Thursday and look at a curfew of 22:45hrs. The Friday and Saturday curfews will be 11:45hrs. These deadlines will be strictly adhered to and, on egress, customers will be encouraged through signage, announcements and guidance to vacate the area quietly and respectfully.

Noise - A Noise Management Plan will be in place which will reduce the possibility of noise nuisance to the surrounding residents. The event wishes to be a considerate neighbour and the reduction in noise nuisance is central to our operation. The Noise Management Plan will cover site design (PA systems aiming towards the Solent), noise monitoring when the events are live, noise reduction measures such as using infrastructure as baffles etc. All sound equipment will be of the highest professional quality and will be operated by experienced and qualified sound engineers, operating under the direct control of the Event Management Team. Signs will also be displayed to warn of daytime soundchecks.

Due to the potential of bad language within the shows and comedy that may offend, signage will be put up around the area in advance of the shows to warn the public of this, and encourage anyone that is likely to be offended to steer clear of the area on the night. Likewise on social media.



Our commitment to charity

- We would seek to benefit a Ryde based charity such as The new Ryde Community Development Trust in a number of ways.....
 - Giving ticket buyers the opportunity to “round up” their ticket and booking fee spend to the nearest pound.
 - A supply of tickets to raffle to charity supporters
 - The opportunity to collect donations within the event arena on each show night - potentially via Epos donations as well as cash

Our Credentials



Neil Roberts
NRCO ltd

Neil has specialised in operational, site and event management at huge outdoor music festivals and concerts, public access events, sports facility launches, civic events, historical celebrations and Oktoberfests, for over 30 years.

Credits include Glastonbury Festival, Isle of Wight Festival, V-Festival & Bestival. plus shows by artists such as The Rolling Stones, Take That, Tom Jones, The Killers, Paul Weller, Rod Stewart etc.



Keith Penny
...with a difference group ltd

Keith is a born and bred Islander with broad events & marketing experience formed during 20 years as Multi Media Director & then Enterprise & Events Director of Wave 105. He has worked with most of the region's biggest events, and produced dozens of Wave 105's own events, including an immersive Christmas experience at Gunwharf Quays which sold over 20,000 tickets, large scale multi artist concerts at the BIC and 8000 capacity multi artist beach concerts at Bournemouth Air Festival.

Since turning freelance Keith has produced Re:Claim Urban Arts Festival in Southampton City Centre, worked on 3 Christmas Lights launch events for Go! Southampton (Southampton BID), was part of Southampton's 2025 UK City Of Culture bid team, and has launched two new joint ventures, The Woodland Sessions in partnership with Robin Hill and The Great Wight Bite - the island's brand new food & drink festival.

Keith has worked with a wide variety of star acts such as Kaiser Chiefs, Travis, Ellie Goulding, Paloma Faith, Girls Aloud, Paul Weller, Simply Red, Russell Watson etc

MOOD BOARD

